SPECIAL OFFER!

# PARLIAMENT
*Lights*

PRESENTS

# THE "PERFECT GETAWAY CAR" SWEEPSTAKES
## Win a Mazda Miata

2071443488

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Alternate Entry Form available.
See rules for details.

## HERE'S HOW TO GET AWAY WITH THE PERFECT DEAL

**Just fill out this coupon and redeem it with your next purchase for automatic sweepstakes entry!**

**GRAND PRIZE**
Mazda Miata Convertible

**10 FIRST PRIZES**
Cellular Car Phone

**5000 SECOND PRIZES**
Parliament Sunglasses

**OFFICIAL RULES — NO PURCHASE NECESSARY.** You are automatically ... in the Parli... [illegible] ... First Prize winners: ... Second Prize ... [illegible] ... for any Federal, state or local ... names and likenesses in any ... except where prohibited by law ... days of prize notification or ... Employees of PHILIP ... families, are not eli... [illegible] ... all Federal, state and ... regulations. VOID IN MICHIGAN, MASSACHUSETTS, VIRGINIA AND WHEREVER ELSE PROHIBITED.

For ... the Grand and First Prize ... [illegible] ... MAZDA DOES NOT SPONSOR OR ENDORSE THIS SWEEPSTAKES.

Box: 9 mg "tar," 0.7 mg nicotine - Soft: 9 mg "tar," 0.8 mg nicotine - 100's: 12 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

## REDEEM THIS COUPON TO ENTER!

Manufacturer's Coupon Expires 3/1/93

**$2.00 OFF**

Parliament

**any carton or four packs of any style of Parliament Lights**

**Complete the following for a chance to win:**

For your chance to win a Mazda Miata, and other valuable prizes, complete the following "Perfect Getaway Car" Sweepstakes Entry Form:

NAME ______________________

ADDRESS ______________________

CITY ______________ STATE ____ ZIP ________

PHONE (    ) ______________ ☐ MALE ☐ FEMALE

**By entering this sweepstakes and signing below, I certify that I am a cigarette smoker 21 years of age or older. I have read and understand the rules and am also willing to receive free cigarette samples and incentive items in the mail, subject to applicable state and Federal laws. No purchase necessary.**

**Signature** ______________ **(Required)**  **Birth Date** / / **(Required)**

VOID

**Consumer:** Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in USA. Consumer pays any sales tax for products purchased.

**Retailer:** Philip Morris will reimburse you the face value of this coupon, plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris USA, P.O. Box 7500, Kankakee, IL 60902.

My normal retail price per pack, including sales tax, is $________

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# PARLIAMENT
*Lights*

# DRIVES THE PERFECT DEAL ON SEPTEMBER 20 WITH THE "PERFECT GETAWAY CAR" SWEEPSTAKES!

## AND YOUR CUSTOMERS GET $2.00 OFF A CARTON OR 4 PACKS OF ANY STYLE PARLIAMENT LIGHTS. COUPON PROVIDES AUTOMATIC SWEEPSTAKES ENTRY.

THIS PROMOTION WILL:
- INCREASE SALES
- GENERATE CUSTOMER LOYALTY
- DRIVE STORE TRAFFIC

**FULL-PAGE F.S.I. • 21 TOP VOLUME MARKETS • 16,897,000 TOTAL CIRCULATION**

| | | | |
|---|---|---|---|
| ALBANY | METRO NEW YORK | SCRANTON/WILKES-BARRE | DENVER |
| BOSTON | WESTCHESTER COUNTY | SYRACUSE | LOS ANGELES |
| BUFFALO | PHILADELPHIA | WESTERN MASS. | MIAMI |
| HARTFORD | PORTLAND, ME. | BALTIMORE/ WASHINGTON, D.C. | ORLANDO |
| NEW HAVEN | RHODE ISLAND | | SAN FRANCISCO |
| MANCHESTER | ROCHESTER | CHICAGO | TAMPA |

2071443489

## RETAILER PARTICIPATION FORM

**Be prepared as customers speed to your store to buy Parliament Kings Box, Parliament Kings Soft, and Parliament 100's.**

DISTRIBUTOR ________ DATE ________

ACCOUNT NAME ________

ACCOUNT NUMBER (IF APPLICABLE) ________

ADDRESS ________

CITY ________ STATE ________ ZIP ________

AUTHORIZED RETAILER SIGNATURE ________

DELIVERY DATE ________

| BRAND PACKING | NO. CARTONS | CODE NO. |
|---|---|---|
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P.O.S. 71440